



ELECTRIC FARMING CAMPAIGN

and WHAT IT MEANS TO RURAL ELECTRIC SYSTEMS //

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The Electric Farming Campaign is a special drive to promote better use of electricity in farm production operations.

Rural electric systems have a lot to gain in helping members make better and more profitable use of electricity. Co-op costs are rising. And debt repayments have to be made. Restricting service or raising rates are not the answer -- the object is to render service. Most consumers will use more power eventually. They could benefit by using it now and so would the co-op. Members making profitable use of electricity means sound and lasting business for the co-op because no farmer will cut down on a service that increases his income.

Here is the background to the campaign:

1. THERE IS A BIG DEMAND FOR FARM PRODUCTION. Defense mobilization has resulted in farm production goals for 1952 that are the highest in history -- 50 percent above pre-World War II. The long-term demand is also on the increase. Each year we have 2,500,000 more Americans to feed and clothe.
2. FARMERS ARE UP AGAINST DIFFICULT PRODUCTION PROBLEMS. The farm labor shortage is one. Since 1940 farms have lost 1,250,000 workers. Rising costs are another problem. The labor savings and the increased efficiency, such as can be obtained with electric farming, are an important part of the answer.
3. ELECTRIC FARMING HAS A LOT TO OFFER. Potentially farmers can use electricity as a substitute for scarce labor, to increase their output, to make more money, and as a means for having a more satisfying and more productive farm life. Yet the vast majority of farmers have scarcely begun to put electricity to work productively.

Each rural electric system will have to make its own Electric Farming Campaign to fit its own needs. The Power Use Conference made the suggestion that one electric power use of year-round value to the members be selected for the campaign. Seasonal uses may be added. These uses are featured in special promotion among the members. The campaign thus can be a starter for a new power use program or a booster for a program already in operation.

Rural electric power use leaders from all over the country laid plans for the campaign at St. Louis and Chicago this spring. Since then, many co-ops, statewides, the national association, REA, and others have joined in promoting the campaign.

ELECTRIC FARMING GETS MORE TO MARKET

For the Farmer -- More to Sell For the Consumer -- More to Buy

Does Your Co-op Need This Program?

How many minimum users are on your lines?

What does your debt repayment schedule look like?

How much of the time is your system delivering power at capacity?

Here are 8 ways to wage an electric farming campaign at small cost:

1 Mobilize your employees.

Inform them about the program and their part in it. They are the ones who see the members in their day-to-day work.

2 Get others to help.

County extension workers, other agricultural agencies, vocational teachers, farm organizations all are potential helpers to you in your campaign.

3 Enlist dealers, distributors.

Tell them about what you are doing and they will help because they have something of their own to sell. Emphasize servicing of equipment.

4 Inform your members.

A 2-cent post card, your newsletter or state paper will do the job in telling members how your program will help them and where they can get more information.

5 Distribute electric literature.

There is free material to be had for the asking from REA, State colleges, distributors and many other sources.

6 Hold on-the-farm demonstrations.

Let the members who have equipment tell how electricity pays its way in bigger returns for those who use it wisely.

7 Arrange for consumer credit.

Where existing financing is inadequate, use REA Section 5 loans to help get productive equipment onto farms and into use.

8 Use community media.

Keep telling your newspapers and radio stations about your campaign and its community benefits.